

MANUFACTURING EXTENSION PARTNERSHIP

Success Stories from the Field

Quality Filters Inc.

Alabama Technology Network

ATN Strategic Marketing Assistance Provides Growth for Air Filter Company

Client Profile:

Quality Filters Inc. (QFI) is a progressive manufacturer of home, commercial and industrial HVAC air filters. Located in Robertsedale, Alabama, the company was purchased in 1983 by the father/son team of Horace and George Spottswood, and employed 8 people. QFI has grown to approximately 100 employees.

Situation:

Over 20 years ago, QFI established Industrial Filtration Services, Inc.(IFS), a division that provides industrial filtration, duct cleaning services as well as IAQ assessments and expertise to various industries located throughout Alabama and the Southeast. While the division was profitable, QFI's and IFS' management wanted to grow the business further. Over a seven-year period, QFI used the Alabama Technology Network (ATN), a NIST MEP network affiliate, for lean training and implementation. This training allowed for QFI's creation of its own quality program named "VISION." Once again QFI called on ATN to review IFS' sales collateral.

Solution:

Realizing that growth and profits are driven by a sound, numbers-driven strategic marketing framework and not by sales collateral alone, ATN's Auburn University Center first conducted a marketing assessment to identify areas of priority. A customer, market, profitability, and segmentation study was conducted to identify the future focus of IFS and the true drivers of profitability. In-depth interviews were conducted resulting in the recommendation to further penetrate an existing industry. The result was the formation of a strategic alliance with a nationally known HVAC partner. ATN designed a value proposition and a sales presentation which was jointly given to this nationally known company.

Results:

- * Conducted strategic marketing analysis.
- * Strengthened strategic business relationship with major industry leader.
- * Created 2 new jobs.
- * Retained 3 jobs.
- * Achieved over \$300,000 in new sales.

Testimonial:

"ATN-Auburn's strategic marketing assistance has been extremely instrumental for Industrial Filtration Services, Inc.'s recent exponential growth. Thank you ATN -- we are HUGE fans of yours!"

George Spottswood, President

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